

MICHAEL MORRIS

SOCIAL MEDIA & CONTENT DIRECTOR



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PROFILE

Content and social strategy leader with 12+ years of experience driving audience growth for major media brands. Builds video franchises, multiplatform campaigns, and always-on content that has generated over 1.5B video views. Leads creative teams that balance experimentation with performance.

EDUCATION

Indiana University, Bloomington
B.A., Communications | 2013

PROFESSIONAL EXPERIENCE

DIRECTOR, SOCIAL MEDIA

FRONT OFFICE SPORTS | 2025

- Led social media and multiplatform strategy across owned and partner channels, growing audiences and driving consistency in storytelling
- Oversaw Super Bowl coverage that generated 30M+ video views through coordinated video franchises and branded campaigns
- Managed a 5-person team producing daily content, video franchises, and live event coverage
- Created branded content for EA Sports, Wilson, AWS, Polestar, Invesco, and Raising Cane's that drove millions of views

DIRECTOR, SOCIAL MEDIA & VIDEO PRODUCER

ENGADGET (YAHOO INC.) | 2016 – 2024

- Led multiplatform social strategy for one of tech's largest editorial brands, growing audiences by 2.5M+ followers and driving hundreds of millions of video views
- Developed playbooks for coverage of live events, product launches, and major tech moments across TikTok, YouTube, X, Instagram, Threads, Facebook, and Pinterest
- Launched video franchises and experimental formats that expanded reach among Gen Z and tech-focused audiences
- Produced and edited video content alongside the team, staying hands-on through the entire process

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PROFESSIONAL EXPERIENCE

DIRECTOR, SOCIAL MEDIA

AUTOBLOG (YAHOO INC.) | 2022 – 2024

- Owned social strategy and content creation for automotive coverage across all platforms
- Produced videos, visuals, and social copy that added 750K+ followers and expanded audience engagement
- Developed data-informed approaches using performance metrics to refine storytelling and optimize reach
- Led writers and editors in adapting long-form features into platform-native formats that boosted visibility and watch time

SOCIAL MEDIA LEAD

YAHOO NEWS (YAHOO INC.) | 2020 – 2022

- Led a team of writers, editors, and producers to create high-impact news and live event coverage across platforms
- Produced and edited breaking news and original video content, including UGC and fast-turnaround live event clips
- Developed strategies that drove strong engagement during major political and cultural moments, including elections and global events
- Trained new hires and held regular check-ins to align workflows, optimize tone, and maintain consistency across verticals

KEY SKILLS

- Leads editorial strategy across video, social, podcast, and owned channels to deliver cohesive storytelling
- Builds integrated content calendars that align internal priorities with external opportunities
- Creates thought leadership and brand storytelling that strengthens trust and cultural relevance
- Translates insights into clear recommendations that influence senior stakeholders
- Uses AI tools and emerging tech to improve quality, speed, and personalization at scale
- Builds and mentors content teams, creating a culture of creativity and experimentation
- Launches repeatable content franchises that consistently grow audience engagement